



COUNTY OF LOS ANGELES

# Public Health

JONATHAN E. FIELDING, M.D., M.P.H.  
Director and Health Officer

JONATHAN E. FREEDMAN  
Chief Deputy Director

313 North Figueroa Street, Room 806  
Los Angeles, California 90012  
TEL (213) 240-8117 • FAX (213) 975-1273

[www.lapublichealth.lacounty.gov](http://www.lapublichealth.lacounty.gov)

November 15, 2010



#### BOARD OF SUPERVISORS

Gloria Molina  
First District

Mark Ridley-Thomas  
Second District

Zev Yaroslavsky  
Third District

Don Knabe  
Fourth District

Michael D. Antonovich  
Fifth District

TO: Each Health Deputy

FROM: Jonathan E. Fielding, M.D., M.P.H. *J. Fielding*  
Director and Health Officer

SUBJECT: **QUARTERLY UPDATE: PROJECT RENEW & PROJECT TRUST**

This is the first quarterly update on activities related to the Renew Environments for Nutrition, Exercise, and Wellness (Project RENEW) and Tobacco Reduction and Using Effective Strategies & Teamwork (Project TRUST) grant awards. The activities in this update span from July to September 2010.

### Background

In March 2010, the Department of Public Health (DPH) received notification of two grant awards from the U.S. Health and Human Services and the Centers for Disease Control and Prevention's *Communities Putting Prevention to Work* (CPPW) initiative. DPH received a total of \$32.1 million for both awards--Project RENEW LA County (\$15.9 million) focused on the obesity epidemic and Project TRUST (\$16.2 million) focused on tobacco control and prevention. The two-year grant period is from March 2010 to March 2012.

### Project RENEW

Project RENEW is focused on efforts to implement policy, systems, and environmental changes to improve nutrition, increase physical activity, and reduce obesity, especially in disadvantaged communities within Los Angeles County. To accomplish this, RENEW is working with community, city, and school partners to implement a range of strategies over the course of the next two years. Below is an update on the four following RENEW policy objectives: City and County Nutrition, Early Childhood Nutrition, the Built Environment, and Nutrition and Physical Activity in Schools.

#### City and County Nutrition

Project RENEW has contracted with the California Center for Public Health Advocacy (CCPHA) to encourage the adoption of policies to increase access to healthy foods and beverages and decrease access to sugar sweetened beverages in cities with childhood obesity rates above the county average. CCPHA staff is currently identifying cities within Los Angeles County with high levels of need that also have an interest in adopting nutrition policies for targeted outreach. In addition, RENEW has executed contracts with the cities of Pasadena and Long Beach to pursue local nutrition policy change.

The Community Redevelopment Agency of the City of Los Angeles has been contracted to lead a corner store conversion program in South Los Angeles. An initiative coordinator within the CRA is being recruited who will organize a coalition to identify the stores for participation. The City of Baldwin Park is also working on corner store conversions under RENEW through a continuation of its "Healthy Selections" program.

RENEW staff drafted revisions to the Los Angeles County vending machine policy, which was then approved by the Los Angeles County Audit Committee. The revised guidelines now include limits on sodium content for pre-packaged snacks and set maximum calorie levels for beverages sold in vending machines in County facilities. Additionally, in response to a motion by Supervisor Ridley-Thomas, RENEW also offered recommendations to the Department of Health Services (DHS) on its current concession and vending contract at five county hospitals.

#### Early Childhood Nutrition

RENEW has established a contract with the Breastfeeding Taskforce of Greater Los Angeles to work with administrators to achieve Baby Friendly status at the following County hospitals: Olive View, LAC+USC, and Harbor-UCLA. RENEW staff and contractors have also made progress on workplace lactation accommodation policy. A sample policy, timeline, and assessment tool for worksite lactation accommodation has been drafted and will be disseminated to all County departments through the County Human Resources wellness managers.

RENEW has contracted with the Los Angeles Universal Preschool (LAUP) to improve nutrition and physical activity in preschool sites through the county. A survey is being developed to inventory current nutrition and physical activity policies among LAUP's preschools, which will guide selection of ten pilot sites to implement nutrition and physical activity policies.

#### Built Environment

RENEW is working with the City of Los Angeles to develop Transit-Oriented Development (TOD) plans around transit stops along the Metro Blue and Green Lines. City project staff has been hired and solicitation for a design firm is underway. Community Health Councils (CHC) is leading outreach efforts to build community support for the TOD project.

Contracts have been executed with two other community-based organizations to assist with built environment objectives: Green LA and Pacoima Beautiful. Green LA is developing a complete streets policy for the Boyle Heights area, while Pacoima Beautiful will incorporate complete streets elements into the Pacoima Streetscape Improvement Project. A contract has also been executed with the City of Lancaster to develop a master trails plan.

In Long Beach, a contract has been executed to develop four bicycle-friendly business districts. The South Bay Bike Coalition is working in the communities of Lawndale, Gardena, Redondo Beach, El Segundo, Torrance, Manhattan Beach, and Hermosa Beach to develop the South Bay Bicycle Master Plan. The County Cycling Collaborative is partnering with RENEW to distribute bicycles to low-income families, as well as conduct workshops on bike repair and safety.

RENEW is partnering with the Los Angeles County Department of Public Works to fund completion of the Environmental Impact Review for the County bike master plan. The administrative draft of the bike plan is under review by the Technical Advisory Committee and the document is expected to be released

to the public by December 2010. RENEW is also partnering with the Los Angeles County Department of Regional Planning to help draft a healthy design ordinance for eventual consideration by the Board of Supervisors.

#### Nutrition and Physical Activity in Schools

RENEW is working with Los Angeles Unified School District (LAUSD) Food Services Division to support implementation of the Institute of Medicine (IOM) recommendations to improve school meal nutrition. The Center for Food Policy Advocates (CFPA) is a partner in this effort and will also be offering technical assistance to other school districts in Los Angeles County to help implement the IOM guidelines.

RENEW has also contracted with the Los Angeles County Office of Education to expand teacher capacity to implement physical education requirements in schools as well as to adopt joint use policies in school districts. Subcontracts have been executed with the following school districts: Pomona Unified, ABC, Compton, El Monte, Pasadena, Mountain View Elementary, and LAUSD.

The Joint Use Task Force convened by RENEW and DPH staff continues to meet monthly to identify opportunities for passage of joint use agreements. RENEW staff have been supporting joint use efforts underway at Pomona Unified School District, Carver Elementary School (Compton Unified), as well as at Fremont and Bethune High School within LAUSD. The Alliance for a Better Community (ABC) has been contracted to assist in the project. ABC's scope of work includes the development of a manual outlining LAUSD policies and procedures governing joint use.

#### **Project TRUST**

Project TRUST is focused on reducing the prevalence of smoking and decreasing the exposure to secondhand smoke, specifically in disadvantaged communities. This will be accomplished by implementing evidence-based policies and environmental change strategies that promote tobacco cessation and smoke-free environments. TRUST is working with community, city, and school partners to implement a wide range of strategies.

On August 25, 2010, Project TRUST hosted a press event with Health & Human Services Secretary Kathleen Sebelius to help launch the initiative and draw public attention to its mission. The event took place at the Santa Monica Senior Center in Palisades Park and received significant coverage from both general market and ethnic media. In addition to Secretary Sebelius, speakers included Supervisors Yaroslavsky and Ridley-Thomas, Dr. Jonathan E. Fielding, and Santa Monica Mayor Bobby Shriver. Prior to the press event, Secretary Sebelius convened a briefing with Dr. Fielding and staff from Projects TRUST & RENEW.

In September, Project TRUST was awarded a Community Mentoring Supplemental award, one of only five in the country. The Community Mentoring supplement in the amount of \$1,857,043 will allow the Department to expand its best practices at the local and national levels by providing peer-to-peer mentoring, consultative support, and training to other CPPW grantees.

The DPH Tobacco Control and Prevention Program, in conjunction with Project TRUST leadership and several key partners, conducted several trainings for Project TRUST staff, subcontractors and community partners, including Contractor Orientation, Evaluation/Data Collection, Mid-West Academy Strategy Chart, and Tobacco Control Policy 101.

Currently, Project TRUST is working with several cities and community partners to reduce secondhand smoke exposure in public areas, decrease tobacco consumption and strengthen youth smoking prevention efforts through a number of policy, systems, and environmental-based initiatives. Below is an update on the objectives outlined in TRUST's community action plan.

#### Secondhand Smoke Exposure in Public Areas Objective

On October 5, 2010, the City Council of the City of Inglewood, California unanimously passed a smoke-free parks policy. The policy covers all public outdoor areas owned or operated by the City that are used primarily for recreational purposes, including (but not limited to) picnic areas, playgrounds, sports or athletic fields, walking paths, gardens, hiking trails, bike paths, skateboard parks, and dog parks. In addition, Project TRUST is currently working on outdoor areas campaigns in the cities of Gardena, Monterey Park, Claremont, Carson, Arcadia, and Hermosa Beach.

#### Secondhand Smoke Exposure in Public Areas Objective

Project TRUST aims to expand efforts to reduce secondhand smoke exposure in multi-unit housing. The LA County Health Survey shows that 60% of smokers and 85% of nonsmokers believe having designated smoke-free apartments and condominiums is important. Currently, there are multi-unit housing campaigns in the cities of Huntington Park, Compton, Cerritos, Baldwin Park, Lawndale, Santa Monica and Sierra Madre.

#### Point of Purchase Objective

The prevalence of tobacco product advertisements at the retail point of purchase (POP) is associated with higher rates of cigarette purchases, particularly amongst youth. To minimize the influence of these advertisements, graphic health warning signs posted at the POP may help de-normalize tobacco use and inform retail customers about the associated health risks. POP signs also utilize graphic pictorials that clearly illustrate the health consequences of smoking, accompanied by a health warning statement and a quit line number that offers smoking cessation counseling and resources. Under Project TRUST there are currently three community mobilization teams working on POP campaigns in the cities of Burbank, Glendale, and Los Angeles.

#### Pricing Strategies to Reduce Cigarette Consumption Objective

Project TRUST originally proposed to work with four cities in Los Angeles County to discourage tobacco use through pricing strategies such as adding a fee to the sale of each pack of cigarettes that will be used to mitigate tobacco litter. With the passage of Proposition 26 on November 2, 2010, however, these types of fees are now classified as a tax. This new definition precludes the proposed policy-based work from moving forward. TRUST is working with the CDC project officer and staff from the CDC Office of Smoking and Health to identify an alternative pricing strategy.

#### California Smoke-free Indoor Workplace Law Objective

At the direction of the CDC, Project TRUST will work to close one or more existing loopholes in the California Labor Code that prevent counties and cities statewide from meeting the CDC's criteria for having smoke-free workplaces. TRUST staff attended a workshop in Atlanta on this issue and is currently developing a memo to DPH leadership which describes the situation and options. TRUST is

also collaborating with the California Tobacco Control Program to host a regional forum on January 20, 2011 on this and other policy areas. Dr. Fielding is scheduled to give the opening comments at the forum, which will take place at the California Endowment.

#### Social Support/Services Objectives

Project TRUST is working with the Smoking Cessation Leadership Center (SCLC) and UCLA to increase the number of social service agencies, serving vulnerable adult populations in Los Angeles County that integrate a smoke-free environment policy and cessation-promotion practices into their wellness program and services. Thirty-three of the 75 social service agencies have been identified to participate in the first six-month wave of the program. Each wave will consist of five webinars and several technical assistance meetings. The first mandatory webinar is scheduled for the week of November 18, 2010.

In addition, Project TRUST is working with Los Angeles Unified School District, the City of Los Angeles Tobacco Enforcement Program, and the Los Angeles County Office of Education to strengthen youth smoking prevention and cessation efforts through systems-level tobacco use policies and procedures, including the adoption of policies to assess tobacco use among students and provide/promote smoking cessation services:

#### Los Angeles County Office of Education

Los Angeles County Office of Education (LACOE) coordinates services and programs in 81 school districts across the county, and is invested in a social support and service intervention which comprises two primary components: (1) A systems-level initiative which will strengthen tobacco-use policies and procedures, and (2) An education-level initiative which will reduce the number of current youth smokers, impact changes in attitudes and social norms concerning tobacco use, and provide structural interventions within the school community to enact, strengthen, and enforce tobacco control policies and procedures.

To date, LACOE staff have been actively collaborating both internally and with Project TRUST staff to ensure that the goals, objectives, and activities of their intervention program come into place in a timely and effective manner in preparation for the new school year. Among the activities completed include the selection and establishment of contract agreements with 33 alternative and continuation schools in Los Angeles County. The LACOE county-wide program coordinator (along with LACOE and Project TRUST staff) engaged in a day-long "Training the Facilitator" training curriculum in August 2010. This training provided the program coordinator and LACOE staff with an understanding of the theoretical basis, content, approach, and objectives of the cessation program. The LACOE program coordinator has followed-up with this training and has set up a time and date for the training of wellness mentors in each alternative and continuation school with the intent of providing these facilitators with the skills they need to deliver the clinic sessions in an effective manner.

#### LA City Tobacco Enforcement Program

The Los Angeles City Attorney's Office's Tobacco Enforcement Program (TEP) has committed to developing a community-based intervention, which integrates prevention strategies and advocacy to empower youth to resist tobacco industry influences at 20 LA City, LAUSD high schools. The TEP's Teens and Retailers Getting Educated about Tobacco (T.A.R.G.E.T.) Project is a school/community-based education project that focuses on reducing the use of tobacco products among high school students by educating teens to take a stand in support of laws that prevent youth access to tobacco products and to create an action plan that supports businesses/retailers that promote responsible retail practices.

T.A.R.G.E.T. Project staff conducted an assessment of illegal tobacco sales to youth in proximity of LAUSD high schools to identify 20 potential school sites for the project. Three of the 20 schools have been secured and students are now being recruited to participate in several in-school and after-school activities to identify the problem, enhance their leadership skills to engage local merchants and key decision makers.

#### Los Angeles Unified School District Beyond the Bell

Project TRUST continues to meet with Los Angeles Unified School District (LAUSD) to refine several aspects of their tobacco awareness campaign designed to prevent youth smoking initiation and to make cessation programs more available to youth smokers at 25 LAUSD High schools through the after-school Beyond the Bell (BTB) Program. The BTB Tobacco Awareness Campaign will involve a two-pronged approach that targets non-smokers and experimental smokers in traditional schools without tobacco prevention and cessation resources. In addition, LAUSD has committed to a systems-level review of tobacco-use policies and procedures at targeted schools in order to ensure that all sites uniformly prohibit the possession of tobacco products and paraphernalia by students, increase enforcement of laws prohibiting use of tobacco by students, staff, and visitors in all buildings, grounds and vehicles at all times, and augment the student registration process by requiring school personnel to ascertain each new student's tobacco use status to help identify those in need of smoking cessation programs.

#### **Media Update – RENEW and TRUST**

RENEW has played an active role in shaping the national CPPW media campaign by providing participants for a series of focus groups to test the effectiveness of the national print, radio and television campaigns and by providing ongoing input to CDC media staff. Local community leaders were invited to provide feedback on initial concepts for the national campaign, which will be rolled out across the 50 CPPW communities nationwide in early 2011.

Since July 2010, some of the RENEW projects have been featured in local media outlets including the Los Angeles Business Journal, La Opinion, HealthyCal.org, and the California Healthline.

Project TRUST is working with the City of Los Angeles on a media campaign to educate the public about their smoke-free outdoor dining policy, scheduled to go into effect on March 8, 2011. The campaign theme is "Fresh Air Dining" and will consist of outdoor and radio ads, viral/online marketing, a dedicated website, and a campaign launch press event.

The media for both RENEW and TRUST is managed by the Rogers Group, a Los Angeles-based media firm. RENEW and TRUST are working with the Rogers Group to create an integrated website that will serve as a comprehensive, data-driven clearinghouse of news, events, and information on both subject matter areas. The website is expected to launch in early 2011.

#### **Evaluation Update – RENEW AND TRUST**

The RENEW evaluation plan is currently being reviewed by the CDC. The plan includes participating in national evaluation efforts (case studies, Youth Risk Behavior Surveillance, Behavioral Risk Factor Surveillance), tracking of county-level health indicators, monitoring of project milestone achievements, and a more robust evaluation of the bicycle-friendly business districts, and preschool and school nutrition objectives.

In September 2010, RENEW LA County was awarded an Enhanced Evaluation Supplement, one of only six jurisdictions in the country to receive such an award. The Enhanced Evaluation supplement in the amount of \$1,775,491 will augment the RENEW evaluation activities by building on the 2010 LA County Health Survey and collecting biometric and biomarker data. This plan also includes enhanced evaluations of the RENEW objectives around physical education in schools, joint use agreements, the development of the County Food Policy, and convenience store conversions.

Project TRUST's evaluation plan has been approved by the CDC. The plan includes participating in national evaluation efforts (case studies, Youth Risk Behavior Surveillance, Behavioral Risk Factor Surveillance), tracking of County-level health indicators, monitoring of project milestone achievements, and a more robust evaluation of smoke-free multi-unit housing and social support/services objectives.

In September 2010, both RENEW LA County and Project TRUST participated in a three-day CDC site visit. Dr. Rebecca Bunnell, CPPW Program Director, and Paul Hunting, Program Officer, were impressed with the progress of both projects to date. Both projects have been identified to participate as pilot sites for case studies of the CPPW implementation. Future site visits for the case study will include key-informant interviews and a cost analysis.

If you have any questions or would like more information, please let me know.

JEF:ps  
1008:003

c: Shelia Shima  
Richard Mason  
Paul Simon